

# JEWELLERS!

THERE'S NEVER BEEN A BETTER TIME  
TO FEEL THE PULSE OF YOUR BUSINESS,  
MEASURE ITS HEART RATE AND SEE IF IT  
WILL REMAIN FIT AND HEALTHY FOR THE  
NEXT COUPLE OF YEARS.



UK plc is now well into recession and the only two questions which need an answer are: Are we at the bottom yet? How long will it last?

Well, nobody really knows the answer to either of those questions but one question that is easily answered is – what makes a healthy business?

Is it one that is aware of its vulnerabilities, has a very clear idea where it is going and what its direction is, coupled with great people and clear processes?

Or is there another ingredient – luck?

Unfortunately, we can't generate luck, no matter how hard we try, but we can ensure that all other aspects are within our control.

However, the first thing we must do to ensure we come out of any, and every, business cycle stronger and healthier, is to determine our starting point.

To help you do this we at the National Association of Goldsmiths have devised a simple 'Business Health Check' for jewellers in partnership with Development Initiatives Ltd., which will put you on the road to improved business performance.

Take our quick 'Business Health Check' to see if your business should concentrate on: operational excellence; clarity of strategic direction; developing people; or reducing complacency. Then receive three months individual telephone support from Development Initiatives' Mike McGraw to guide your decision-making.

To order your 'Business Health Check', simply call Amanda White with your credit card details on 020 7613 4445, or return this completed card together with your cheque.

Upon receipt of your order we will ask you to complete and return a simple confidential questionnaire. Your responses will be analysed and written feedback, together with suggestions about where you should concentrate your efforts, will be sent to you. You will then be provided with the contact details that will enable you to access your follow up support.

Please complete and return the contact details below.

Contact Name: .....

Position in Company: .....

Company Name: .....

Address 1: .....

Address 2: .....

Address 3: .....

Postcode: .....

Member No: .....

Member Rate: £25 (+ £3.75 VAT) Non-Member: £50 (+ £7.50 VAT)

Return to: Amanda White, Business Health Check,  
The National Association of Goldsmiths,  
78a Luke Street, London EC2A 4XG



NATIONAL  
ASSOCIATION  
OF GOLDSMITHS

